

APR 12 2011

Application No. 10/040,911

Reply to Office Action

*AMENDMENTS TO THE CLAIMS*

Please cancel, without prejudice, claim 4 and amend claims 1-3, 5, 9, and 45, as indicated below in the listing of claims.

**Listing of Claims:**

1. (Currently Amended) A method for providing insurance ~~for losses caused by the misidentification or misrepresentation of coverage guaranteeing to a user~~ the identity of a trading counterpart in an online marketplace transaction ~~to a user as being a specified person, persons, or entity~~, the method comprising the steps of:

calculating, using a central processing computer, a monetary premium ~~for the an identity insurance policy, the premium calculated~~ based upon risk assessment information accessed through the central processing computer relating to losses ~~associated with the misidentification or misrepresentation of~~ caused by the identity of ~~said the~~ trading counterpart ~~being different than the specified person, persons, or entity~~;

supplying, by an insurer, ~~said the identity insurance policy to said the user, wherein the identity insurance policy provides coverage for the user against a loss resulting from the identity of the trading counterpart being different than the specified person, persons, or entity~~; and

receiving, ~~by the insurer, said the premium by said insurer from said the~~ user.

2. (Currently Amended) The method of claim 1, wherein ~~calculating said the premium is calculated by~~ includes assessing at least one of ~~a credit score of said trading counterpart~~, an amount and type of ~~said the~~ trading counterpart's previous ~~said the~~ transactions, a monetary amount and type of ~~said the~~ transaction, the nature of goods involved in ~~said the~~ transaction, the nature of services involved in ~~said the~~ transaction, or any combination thereof.

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3. (Currently Amended) The method of claim 1, wherein ~~calculating said the~~ premium ~~is calculated by~~ includes assessing information comprising ~~a credit score of said trading counterpart,~~ an amount and type of ~~said the~~ trading counterpart's previous ~~said the~~ transactions, a monetary amount and type of ~~said the~~ transaction, the nature of goods involved in ~~said the~~ transaction, and the nature of services involved in ~~said the~~ transaction.

Claim 4 (Canceled).

5. (Currently Amended) The method of claim 1, further comprising:  
supplying, by the insurer, a second insurance policy to ~~said the~~ user, ~~for providing~~ ~~assurance to~~ wherein the second insurance policy provides coverage for the user against a loss resulting from ~~of~~ the financial ability inability of the trading counterpart to ~~enter into~~ complete an online marketplace transaction, ~~said the~~ second insurance policy including a second predetermined monetary premium payable to ~~said the~~ insurer;  
receiving ~~said the~~ second premium by ~~said the~~ insurer from ~~said the~~ user; ~~and~~  
~~paying by said insurer, in accordance with terms of said second insurance policy,~~  
~~benefits of said second insurance policy resulting from the financial inability of the~~  
~~trading counterpart to enter and complete said transaction, to said user between a second~~  
~~policy inception date and a second policy termination date.~~

6. (Previously Presented) The method of claim 5, wherein said second premium is calculated by assessing at least one of a credit score of said trading counterpart, an amount and type of said trading counterpart's previous said transactions, a monetary amount and type of said transaction, the nature of goods involved in said transaction, the nature of services involved in said transaction, or any combination thereof.

7. (Previously Presented) The method of claim 5, wherein said second premium is calculated by assessing information comprising a credit score of said trading counterpart, an amount and type of said trading counterpart's previous said transactions, a monetary amount and type of said transaction, the nature of goods involved in said transaction, and the nature of services involved in said transaction.

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8. (Previously Presented) The method of claim 5, wherein said second premium is calculated by assessing a credit score of said trading counterpart, wherein said credit score is calculated by analyzing at least one of the nature of said trading counterpart's business, profitability of said trading counterpart, indebtedness of said trading counterpart, payment history of said trading counterpart in previous said transactions, or any combination thereof.

9. (Currently Amended) A method for providing insurance to a user for losses caused by the misidentification or misrepresentation of the identity of a trading counterpart in an online marketplace transaction or by the financial inability of ~~said the~~ trading counterpart to enter and complete ~~said the~~ transaction, the method comprising the steps of:

calculating, using a central processing computer, a monetary premium for an insurance policy, the premium based upon risk assessment information accessed through the central processing computer relating to losses associated with the misidentification or misrepresentation of the identity of said the trading counterpart being different than a specified person, persons, or entity and to losses associated with the financial inability of ~~said the~~ trading counterpart to enter and complete ~~said the~~ transaction;

supplying, by an insurer, ~~said the~~ insurance policy to ~~said the~~ user, wherein the insurance policy provides coverage for the user against a loss resulting from the identity of the trading counterpart being different than the specified person, persons, or entity and against a loss resulting from the financial inability of the trading counterpart to complete the transaction; and

receiving, by the insurer, ~~said the~~ premium ~~by said insurer~~ from ~~said the~~ user.

10. (Previously Presented) The method of claim 9, wherein said premium is calculated by assessing at least one of a credit score of said trading counterpart, an amount and type of said trading counterpart's previous said transactions, a monetary amount and type of said transaction, the nature of goods involved in said transaction, the nature of services involved in said transaction, or any combination thereof.

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11. (Original) The method of claim 9, wherein said premium is calculated by assessing information comprising a credit score of said trading counterpart, an amount and type of said trading counterpart's previous said transactions, a monetary amount and type of said transaction, the nature of goods involved in said transaction, and the nature of services involved in said transaction.

12. (Previously Presented) The method of claim 9, wherein said premium is calculated by assessing a credit score of said trading counterpart, wherein said credit score is calculated by analyzing at least one of the nature of said trading counterpart's business, profitability of said trading counterpart, indebtedness of said trading counterpart, payment history of said trading counterpart in previous said transactions, or any combination thereof.

Claims 13-40 (Canceled).

41. (Previously Presented) The method of claim 1, further comprising:  
determining whether the trading counterpart is a verified user of the online marketplace.

42. (Previously Presented) The method of claim 41, wherein the premium is based in part on whether the trading counterpart is a verified user.

43. (Previously Presented) The method of claim 1, further comprising:  
providing a security credential or unique identifier to the trading counterpart upon a determination that the trading counterpart is a verified user.

44. (Previously Presented) The method of claim 1, wherein the trading counterpart is the online marketplace.

45. (Currently Amended) The method of claim 5, further comprising:  
determining whether ~~said~~ the trading counterpart is financially authorized to enter ~~said~~ the transaction prior to supplying the identity insurance policy to the user.